

Federal Communication Commission

Connect America Funding

Expression of Interest

Proceeding Number 10-90

March 7, 2014

Overview

Easton Cable (Easton) is requesting consideration to receive funding to provide broadband services to unserved and underserved areas located in Talbot County, Maryland.

Easton Cable is operated as a division of the Easton Utilities Commission, a municipal utility company having a business address of 201 N. Washington Street, Easton, MD, USA, 21601. Easton has been operating its Cable Television System (CATV) since 1984 and has been providing broadband data services since 1999.

Easton operates a fully digital 850MHZ Hybrid-Fiber Coax (HFC) system to support its customers with data, voice and video services. Easton is also currently deploying Fiber-To-The-Home (FTTH) and delivering services utilizing RF over Glass (RFOG) technology.

Easton has been approached on several occasions to provide services to areas within Talbot County Maryland that are not currently served by Easton or competing broadband providers.

Due to the excessive cost of constructing the infrastructure to these locations it has not been feasible for Easton to expand. When approached to provide service, Easton determines the cost to construct the service and the burden each participating customer would need to bear in order to make it successful. The locations that will be proposed for consideration are not economically feasible for Easton without additional funding. If available, it is Easton's desire to be granted funding through the Connect America Fund to enable some or all of these potential projects to be made possible.

Expertise

Easton was the first provider in Talbot County, Maryland to offer cable modem service. Easton started with a Telco-Return system in early 1999 and in 2000 started to offer Data Over Cable

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Satellite

3G/4G

DSL

Dial-up

Fixed Wireless

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Service Interface Specification (DOCSIS) 1.0 service. Easton is currently providing its customer broadband [connectivity using DOCSIS 3](#) with speeds up to 50Mbps.

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Easton has also installed and maintains many miles of fiber optic infrastructure that [is configured](#) in a ring topology to provide redundancy. With the use of the fiber optic infrastructure Easton has been able to provide the following Advanced Network Services:

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- Dedicated Metro-Ethernet [to support the University of Maryland Medical Center Hospital Campus and local medical offices](#)
- Commercial Metro-Ethernet [to support local businesses](#)
- Point-to-Point connectivity for local businesses
- Dedicated bandwidth

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Through Easton's relationship with the Maryland Broadband Cooperative (MDBC), Easton has been able to build a fully redundant internet backbone to support its customers. Utilizing the extensive MDBC fiber network, Easton has redundant paths from its Network Operations Center to Ashburn Virginia and Baltimore Maryland.

Furthermore, through the E-Rate funding program, and a partnership with Atlantic Broadband; Easton provides a fiber optic network that connects all 8 Talbot County Public Schools and 3 public libraries.

Proposed Technology

[The planned technology to provide services to the proposed areas is FTTH and RFOG. Utilizing this technology will allow Easton to provide currently provided services as well as the ability to deliver Ethernet over PON \(EPON\) or Gigabit over PON \(GPON\).](#)

Proposed Locations

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Census Tract	Neighborhood	Streets	Homes Passed	Estimated Start Date	Estimated Cost
24041960100	High Banks	Discover Drive Fox Meadow Lane High Banks Drive Rockcliff Drive	200	10/2014	\$350K
24041960501	Kingston	Black Dog Alley King Meadow Kingston Road	30	10/2014	\$90K

24041960201	Leehaven	Leehaven Road	25	6/2015	\$75K
24041960201	Bloomfield	Bloomfield Road Old Bloomfield Road	25	11/2015	\$90K
24041960201	Travelers Rest	Avonbourne Lane Eschers Road Maxmore Creek Drive Travelers Rest Court Travelers Rest Road Timber Lane Trippe Road	50	6/2016	\$400K

[As of the](#)

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[As of the writing of this letter, Easton does not have a partnership or any immediate communication with potential providers to partner with in building these potential areas. However, Easton is willing to create partnerships and utilize outside resources when it makes good business sense to do so, as demonstrated through Easton's partnership with Atlantic Broadband in building the Talbot County Public Schools fiber network. With that being said the immediate intent is to request funding for these potential builds via the FCC Connect America Funding as one time aid-in construction for each.](#)

[Service and Pricing](#)

[The services offered would consist of CATV, High Speed Cable Modem and Digital Voice services that are currently offered in Easton's service territory, provided under the Easton Cable Velocity Brand. See Appendix A – Easton's Service and Pricing Brochure. Further information can be found at \[www.eastonutilities.com\]\(#\)](#)

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[Thank you for your consideration in Easton's interest in building infrastructure to provide broadband services to unserved and underserved portions of Talbot County, Maryland. As a Municipal Utility, Easton has a vested interest in providing technologies in Talbot County that provide opportunities for residents to increase the resale value of their property and enhance the overall quality of life in the community. With Talbot County positioned only 60-miles from both Washington, DC and Baltimore, MD. A large portion of the residents have a desire to telecommute if the broadband connectivity where adequate. As a company that has proven its ability to provide data, voice and video services, and has a reputation of providing quality, competitively priced services, backed by local superior customer support, Easton is well suited to expand its reach.](#)

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[Sincerely,](#)

Ted L. Book

Director of Cable and Communications

Easton Cable Velocity, a Service of Easton Utilities

tbook@goeaston.net

Office: 410.763.9477

Cell: 443.496.2691

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Appendix A – Easton’s Services and Pricing Brochure



Internet

High-Speed Cable Modem

The fastest Internet in town with free spam and virus filtering, two free email addresses and free personal web space. All with expert, local technical support.

Residential Services

	Max. Download/Max. Upload*	Monthly fee
Starter	768 kbps/128 kbps	\$30
V10	10 mbps/1 mbps	\$45
V15	15 mbps/2 mbps	\$55
V20	20 mbps/3 mbps	\$65
V50	50 mbps/4 mbps	\$145

Commercial Services

	Max. Download/Max. Upload*	Monthly fee
Business Starter	3 mbps/1 mbps	\$40.95
VC15	15 mbps/2 mbps	\$99.95
VC20	20 mbps/3 mbps	\$150
VC50	50 mbps/4 mbps	\$190

*Actual speeds may vary.

Wireless High-Speed Internet

High-speed Internet access for those living outside our cable service area.

	Max. Download**	Monthly fee
Residential	Up to 1 mbps	\$59.95
Commercial	Up to 1 mbps	\$79.95

Installation and Activation \$99.95

**Wireless services available in limited areas only. Prices and services subject to change without notice. Other restrictions may apply.

Dial-up
56K down

Monthly fee
\$19.95



Cable Internet Voice

Triple Play

Get all the services you need and save over \$30 a month with the Easton Cable Triple Play.

- Digital Cable (Tier 3)
- High-Speed Internet (V10)
- Digital Voice

Call for details (410) 822-6110

*Available to residential customers only. Other terms and restrictions apply.



EastonCable
velocity

201 North Washington Street
Easton, MD 21601
Phone: 410.822.6110
Fax: 410.822.4987

Business Hours: Monday–Friday, 8 a.m.–4:30 p.m.
www.eastonutilities.com

Effective 2/1/14



Cable



Internet



Phone



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Cable

Choosing the right cable package for you is as easy as 1-2-3

Step 1: Choose your Programming

Package	Includes	Monthly fee
Basic		
20 channels	• Local broadcast stations	\$18.00
	• Public television stations	
Tier 1		
43 channels	• All Basic features, plus... • Cable favorites like CNN, Discovery and The Weather Channel	\$33.10
Tier 2		
82 channels	• All Tier 1 features, plus... • More popular channels like ESPN, CNBC, USA, EWTN, NFL Channel, MidAtlantic Sports Network (MASN) • Access to Movie Plex packages	\$57.10
Tier 3		
169 channels	• All Tier 2 features, plus... • Our complete programming lineup with cable favorites and programming to meet every interest and access to Movie Plex packages • Interactive Program Guide • Access to Easton Cable OnDemand with 6,000 hours of movies, television, and music	\$67.00

Step 2: Choose your options

Movie Plex	First choice	Monthly fee
	Each additional choice	\$16.45
		\$12.45
Enjoy up to 44 premium movie channels from HBO, Showtime, Starz/Encore, Cinemax or The Movie Channel. Requires Tier 2 or Tier 3 with an Interactive terminal.		
Choices include:		
Starz/Encore (12 channels)		
HBO (11 channels +HBO OnDemand)		
Showtime (8 channels +Showtime OnDemand)		
Cinemax (5 channels + Cinemax OnDemand)		
The Movie Channel (3 channels +TMC OnDemand)		

HDTV
Enjoy the best picture TV has to offer by adding up to 77 HDTV channels. The programming is free with your subscription to Tier 3 and an Interactive HD or Interactive HD/DVR terminal. To receive Movie Plexes in HD, you must also subscribe to the corresponding Premium Movie Plex package.

Español
Enjoy Spanish language programming of 19 cable favorites. Requires an Interactive terminal and subscription to Tier 2 or Tier 3.

Sports Tier
Enjoy up to nine sports channels including NFL Redzone, Fox College Sports, Big Ten Network, Fuel, Sportsman Channel, Tennis Channel, and CBS Sports Network. Available with any programming package.

Step 3: Choose your terminal

Package	Includes	Monthly fee per terminal
Standard	• Basic functions • Required for each TV connected to a Broadcast Basic, Tier 1 and Tier 2 services	\$2
Interactive	• Basic functions • Access to Movie Plexes • Access to Easton Cable OnDemand • Interactive Program Guide lets you browse TV listings by title, channel, or theme up to seven days ahead • Reminders for upcoming shows • Parental Control features • Required for Tier 3 or any Movie Plex	\$6.45
Interactive HD	• All Interactive features, plus... • Access up to 78 channels of HD programming	\$15.95, first \$7.95, each additional
Interactive DVR	• All Interactive features, plus... • Pause and rewind live TV • Record one show, an entire season of a show, or two shows at once	\$13.95
Interactive HD/DVR	• All Interactive HD features • All Interactive DVR features	\$21.95, first \$13.95, each additional

Other fees and restrictions may apply. Prices subject to change without notice. Service may require installation or repositioning of outlets or other work that is charged separately.

Easton Cable OnDemand

Enjoy over 6,000 hours of movies & programs each month—many of them free!

- The latest hit movies and classic movies with new titles every month
- Free programming from popular networks plus classic TV series episodes
- Great family-friendly movies and programs for kids
- Movie Plex OnDemand—If you subscribe to HBO, Cinemax and/or Showtime, you'll receive their On Demand programming FREE
- Just press "Menu" or "On Demand" on your remote
- Requires Tier 3 subscription



Phone

Big Savings

Easton Cable DigitalVoice offers unlimited local and long distance service within the continental U.S. and Canada. Great international rates.

Easy to Use

- Keep your current number or create a new one.
- Use your current phone.
- No equipment to buy.
- Easton Cable installs everything you need.

Great Features

- Voicemail
- 3-Way Calling
- Call forwarding
- Speed dial
- Caller ID
- Do not disturb
- Call waiting

DigitalVoice (per line)*
Monthly Fee \$34.95
*Available with VVO internet service, or above, only. Installation, connection and activation charges may apply.

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24041960501 Kingston \$90K¶
24041960201 Leehaven \$75k ¶

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